

# New Amsterdam Activation I LLC, Quinn Evans Architects, Rossetti Architects, and Jonna Construction Company for the Rehabilitation of the Graphic Arts Building, Detroit

Constructed in 1926 the Graphic Arts Building was specifically designed and located to cater to Detroit's growing graphic arts and advertising industry. Located in the New Center area, the building housed a variety of photo engraving, linoleum block printing, and art studios that specialized in advertising art, particularly auto industry related advertising. Built with a unique mix of modern technology and Italian Romanesque inspired details, the building features an Albert Kahn-inspired cast concrete structural system, which created large, open and flexible floor plates. The exterior is a combination of an elaborate terra cotta and variegated marble primary elevation, and simple brick, industrial steel windows, and exposed concrete structure secondary elevations.

After an extended period of vacancy and at least one failed attempt at rehabilitation, New Amsterdam Activation I, LLC, a subsidiary of the Jonna Companies, purchased the building in 2004. New Amsterdam applied for state and federal historic preservation tax credits and began the task of transforming this tarnished gem from public nuisance to community asset. With assistance from Elisabeth Knibbe of Quinn Evans Architects, Rossetti Architects, and Jonna Construction Company the building has been rehabilitated into thirty-eight market rate loft style apartment units, and space for two retail outlets on the lower level. Offering ready access to the many amenities and activities in the New Center area and only three miles from the heart of downtown, the Lofts at New Amsterdam, as they are now known, are perfectly positioned to contribute to and benefit from the growing excitement in downtown Detroit.

Before



After

# Historic Preservation in Michigan